1996 PHILIP MORRIS COMPANY
CONTRACT PRICING

PAGE FREQUENCY	4CBL PAGE COST
Open Rate	$28,620 G
30X	$20,405 G
36X	$19,920 G
42X	$19,434 G
48X	$18,940 G
54X	$18,461 G

•above contract rates effective February 1996-January 1997
•rate base will start at 450,000, and increase to (approximately) 500,000 in Q3 1996
•PMCo rates will increase the corresponding percentage, but the earned circulation CPM will be honored through your contract year
•SPIN's rate base will be guaranteed on a schedule/issue average basis
•any and all paid insert equivalent pages will contribute to contract commitment
•PM fractional and regional space will be billed at your earned national page equivalency rate
•we plan no changes in book measurement or cover/body stock at this time

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Source: https://www.industrydocuments.ucsf.edu/docs/yrwy0004

1996 PHILIP MORRIS COMPANY
FRANCHISE POSITIONS

FEBRUARY	Centerspread
MARCH	Centerspread
APRIL	C2/P1
MAY	C4
JUNE	Centerspread
JULY	C4
AUGUST	C2/P1
SEPTEMBER	N/A
OCTOBER	N/A
NOVEMBER	Topspin
DECEMBER	Centerspread
JANUARY	C3

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